

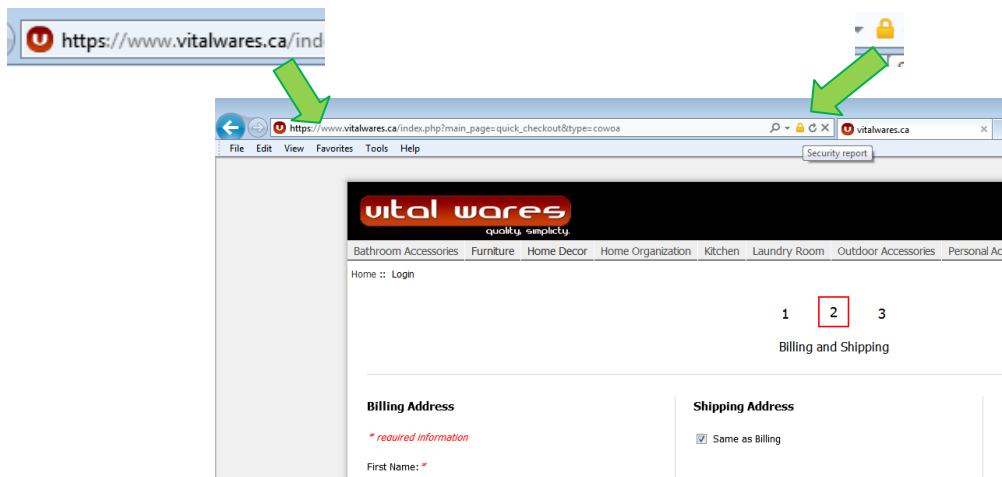
Five Tips to Take the Worry Out of Online Shopping

1. Look for the “secure site” indicators:

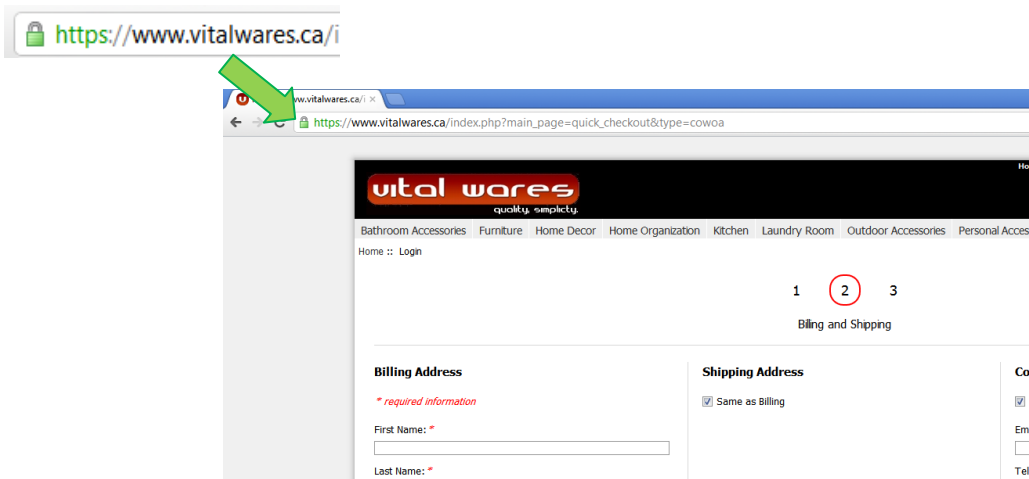
These can be in the form of a golden/black/green lock sign in the address bar (either at the beginning of the address bar or the end, the tag at the beginning of the website being ‘https’ instead of just ‘http’ (‘s’ stands for secure). In most browsers it is either of the two or a combination of both these indicators. Clicking on either the green lock icon or the https green bar should result in a pop up screen verifying the website you are on.

Given below are screen shots of our checkout screen at www.vitalwares.ca as seen on the four popular browsers today.

Internet Explorer



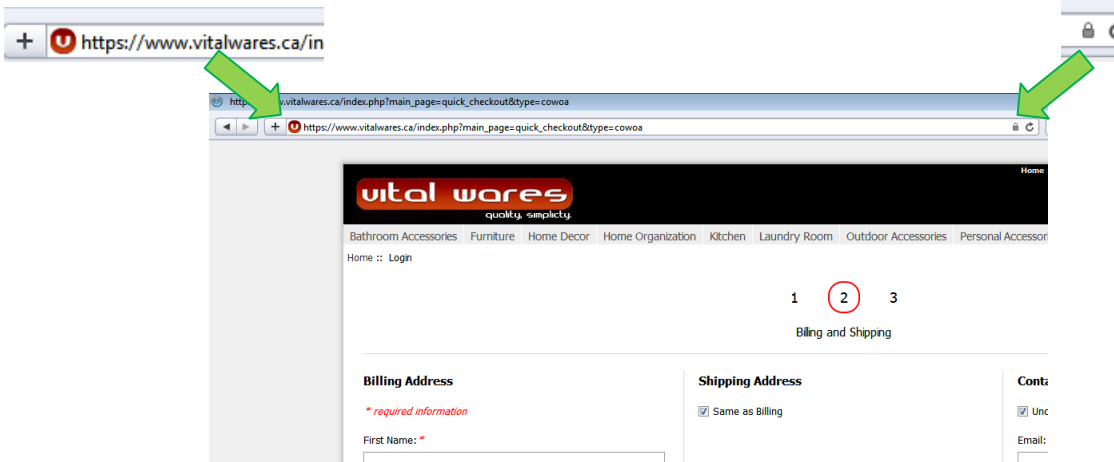
Chrome



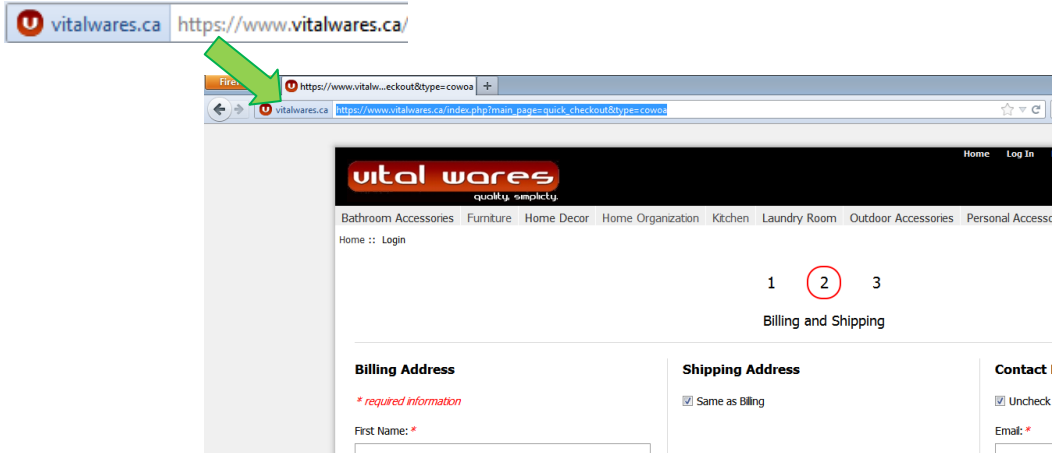
www.vitalwares.ca

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Safari



Firefox



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2. Protect your privacy & identity:

Is the information being collected to complete the purchase relevant to the purchase? You should not be asked for anything more than the following when making a simple purchase online.

Username, password, mailing and billing address (if different), credit card details and contact details like telephone and email for updates and specialized delivery instructions.

Given below is a screen shot of the kind of data you would require to fill in to complete a purchase on www.vitalwares.ca

The screenshot shows a web browser window with the URL https://www.vitalwares.ca/index.php?main_page=quick_checkout&type=cowoa. The page is divided into three main sections for data entry:

- Billing Address** (marked with a red asterisk as required information):
 - First Name: *
 - Last Name: *
 - Company Name (if applicable):
 - Street Address: *
 - Address Line 2 (if applicable):
 - City: *
 - Country: * (dropdown menu showing Canada)
 - State/Province: * (dropdown menu showing Please select...)
 - Post/Zip Code: *
- Shipping Address**:
 - Same as Billing
 - First Name: *
 - Last Name: *
 - Company Name (if applicable):
 - Street Address: *
 - Address Line 2 (if applicable):
 - City: *
 - Country: * (dropdown menu showing Canada)
 - State/Province: * (dropdown menu showing Please select...)
 - Post/Zip Code: *
- Contact Details**:
 - Uncheck to register an account.
 - Email: *
 - Telephone: *

Below the forms is a section titled "Were You Referred to Us?" with a "Referral Code (if applicable):" field. At the bottom of the form area are two buttons: "back" and "continue".

Below the form area is a "Shop With Confidence" section with four icons and text boxes:

- 100% Secure Shopping!** (lock icon) - 256 bit encryption
- Everyday Low Prices!** (piggy bank icon) - in every category
- Free shipping over \$250!** (truck icon) - some exceptions
- No Hassle Money Back Guarantee!** (tag icon) - no restocking fees

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3. Use a safe method of payment:

Most websites accept credit cards. Some also accept debit cards. Most credit cards are insured by the credit card companies for fraudulent transactions and are a more secure method to pay for online purchase. Paypal is another secure and frequently used method of payment in cases where credit card payment is not offered etc. Preferably, you should have both the above options for flexibility.

Example: Shown below is the screen shot of a checkout page on www.vitalwares.ca which gives the customer an option to pay by credit card or via Paypal.

The screenshot displays a checkout page with the following elements:

- Change address** button (top left)
- Free Shipping** section: Free shipping for orders over \$250.00
- We accept:** VISA and MasterCard logos
- Payment Options:**
 - Credit Card**
 - Cardholder First Name:
 - Cardholder Last Name:
 - Card Number:
 - Card Expiry Date: February - (02) [dropdown] 2012 [dropdown]
 - CW Number: (on back of the credit card)
 - PayPal** Checkout with PayPal. The safer, easier way to pay.

On the right side of the page:

- Holder** section with a summary table:

Sub-Total:	\$2,141.10
Shipping:	\$0.00
5.0% GST + 8.0% HST (Ontario):	\$278.34
Total:	\$2,419.44
- Gift Message** section with a text input field.
- Gift Wrapping Options** section:
 - Gift Wrapping Details
 - Item Name: Ula U shape with Hutch and Bookcase Kit **Gift Wrap?**
 - Item Name: Biomus Akto Magnetic Paper Clip Holder **Gift Wrap?**
- Order Comments** section.

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4. Get the details and keep the details:

When you place an order online you should receive an email confirming your order and your payment details. In most cases this is your receipt for the purchases made too. Take a printout for your records and always save the emails in separate folder for easy reference and follow-ups at a later date.

Given below is an example of a confirmation email you could receive. (Certain details have been removed for identity protection)

From: vitalwares.ca <webshop@vitalwares.ca>
To: webshop@vitalwares.ca
Sent: Wednesday, February 8, 2012 3:40 PM
Subject: [NEW ORDER] Order Confirmation No: 123456

TransID: A3GC27V5XB139GE362118X203SX
Order Confirmation from vitalwares.ca
Simon C

Thanks for shopping with us today!
The following are the details of your order.

Order Number: 123456
Date Ordered: Wednesday 08 February, 2012
Detailed Invoice: https://www.vitalwares.ca/account_history_info/order_id/292223

Products

1 x Brabantia FPP Matte Steel Pedal Bin (FPP Matte Steel Pedal Bin) = \$74.75
Matte Steel Pedal Bin Size 12 Liter (369568)

Sub-Total: \$74.75
Canada Post (1 box(es) to be shipped) (Expedited, 2012-02-21): \$12.25
5.0% GST + 8.0% HST (Ontario) + 5.0% GST (shipping) + 8.0% HST (shipping): \$11.31
Total: \$98.31

Delivery Address

Simon C
123 Detail Ave. S.
Fishertown, ON J1B1B1
Canada

Billing Address

123 Detail Ave. S.
Fishertown, ON J1B1B1
Canada

Payment Method

PayPal

This email address was given to us by you or by one of our customers. If you feel that you have received this email in error, please send an email to webshop@vitalwares.ca

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Office Use Only:

From:
Email:
Login Name: Simon C
Login Email: blankemail00@XXXX.com
Telephone: 11111111110
IP Address: 131.000.000.000-
Host Address: 131.000.000.000
Date and Time: Wed Feb 8 2012 15:40:50 EST

www.vitalwares.ca

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5. Be on the lookout for scams:

Beware about trusting unbelievable offers by email; regardless of whether you know the retailer “offering” them. Phishers (fraudsters masking themselves as known companies) send thousands of emails daily and place thousands of online ads offering the best “cannot miss” deals.

Given below is an example of a fraud email received. Please note the from email address and the name of the website in the link at the end of the email do not match! The offer is for gaming/gambling and winning money. All these are indicators of fraud. NEVER click on links in emails like this.

From: GameBook <thkxpjxoj@animalshavesouls.org>
To: ABC@yahoo.com
Sent: Wednesday, February 22, 2012 8:04 AM
Subject: Online gaming does not come better than...

...ClubVIPCasino

We, at ClubVIPCasino, have elevated casino gaming to its zenith.

Whatever it is that goes into making a complete gaming experience, you'll find it with us.

From our signup bonus of \$777 to our more than 120 games to choose from; there is no dearth of opportunities to win big payouts and enjoy every second you play with us.

We even pay you through comp points for every bet you place with us.

A simple download can open the doors to unlimited riches; win with house money!

<http://www.partylineclubvip.net/?idc89dc0dcb29c4c43b63e53924d2c007b25f51d84deed2ece71d9f96c>
